

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Attorney Docket No.: 0020**

**PATENT**

|   |   |                                |
|---|---|--------------------------------|
| In the Application of: Winslade <i>et al.</i> | ) |                                |
|   | ) |                                |
| Serial No.: 09/687,499                        | ) |                                |
|   | ) |                                |
| Filed: October 13, 2000                       | ) | <b>Filed electronically on</b> |
|   | ) |                                |
| For: SYSTEM FOR ONLINE SALES WITH             | ) | <b>November 23, 2010</b>       |
| AUTOMATIC REBATE AND COUPON                   | ) |                                |
| REDEMPTION                                    | ) |                                |
|   | ) |                                |
| Examiner: RETTA, YEHDEGA                      | ) |                                |
|   | ) |                                |
| Group Art Unit: 3622                          | ) |                                |
|   | ) |                                |
| Confirmation No.: 1146                        | ) |                                |
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|   | ) |                                |

**AMENDMENT AND REQUEST FOR RECONSIDERATION**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicants hereby submit the following amendment and request for reconsideration in response to the Office Action mailed August 23, 2010. Amendments to the Claims are reflected in a Listing of the Claims that begins on page 2 of this paper. Remarks begin on page 5 of this paper.

Applicants respectfully request entry of the following amendments, and consideration of the following remarks.